IN THE ABSTRACT OF THE DISCLOSURE

Please amend the Abstract as follows:

"An enhancement menu including at least one selection associated with a predetermined identifier is provided to a receiving unit. Selection of at least one selection results in the receiving unit monitoring a broadcast and acquiring data associated with the identifier. A data structure is defined for data elements. Software associated with storage and display of the data structure may be transmitted to the receiving unit or may be broadcast to a plurality of receiving units and may be associated with the identifier. ~~Data elements may be transmitted to individual receiving units. Broadcast data elements may provide new data structure entries or may replace existing entries.~~ Data elements may be broadcast at a predetermined interval or in response to a change in the value of the data element. ~~User selection of a displayed data element may provide execution of code associated with the data element, may provide a link, or may result in acquiring of data using a new identifier. A broadcast schedule is formulated reflecting enhancement data types. A transmission schedule may be formulated using user requests.~~"